



Arts on the Air

2014-2015 Grant Guidelines & Application Instructions

Deadline: March 20, 2015, 11:59PM (Email Submission)



The Mission of the California Arts Council, a state agency,
is to advance California through the arts and creativity.

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**ARTS ON THE AIR
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APPLICATION INSTRUCTIONS**

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Background

The Arts on the Air program is rooted in the California Arts Council's (CAC) commitment to support projects that demonstrate a clear approach to building public awareness and support for the arts; maximize audience reach and community engagement; and involve California artists and arts organizations.

Purpose

Arts on the Air supports the creation, on air broadcast, promotion (and potential free distribution) of original public media content designed to expose Californians to impactful stories about the arts and their value.

This program will support projects that:

- Demonstrate the impact and benefits of the arts through professional public television or radio storytelling and reporting.
- Feature California artists and arts organizations, community arts and arts education initiatives.
- Reach and serve a large number of existing and new media outlet audiences.
- Aim to increase content distribution on a gratis basis via partnerships with other California media entities.
- In addition to on air broadcast, utilize multi-platform components (such as, digital presence, social media engagement, and interactive strategies) and live public event(s), if feasible.
- Stimulate increased cultural engagement with underserved communities.
- Provide educational content for use by parents and teachers.
- Encourage engagement with local business communities.

Eligible Request Amount

Requests for support may be made for up to \$50,000.

Applicant Eligibility

Applicants must be nonprofit public radio or television stations based in California. Joint nonprofit public radio/television stations may apply as one applicant. **Use of fiscal receivers is not allowed.**

Project Requirements

- May be an expansion of existing programs *or* new initiatives (not business as usual).
- Incorporate programming to maximize audience reach and community engagement
- Include a clear plan to build public awareness and support for the arts.
- Involve artists/arts organizations *not* used/covered within the previous two years.
- Involve appropriate media professionals: producer, director, writer, designer, reporter, as needed.
- Television projects may range in length from short-form to broadcast-length; radio projects may involve single programs, limited series, or segments within ongoing programming.

Application Cycle & Grant Period

- Deadline: March 20, 2015, 11:59PM (Email Submission)
- Grant Dates: Starting Late June, 2015 – June 30, 2016

Funded project activities must occur between late June 2015 and June 30, 2016. A funding request for a discrete phase of a multi-year project is allowable as long as all proposed activities of the phase are completed by June 30, 2016. **No extensions will be allowed.**

Funding Restrictions

- When applying for a grant for program expansion, the request may not supplant in full or in part funding for current activities.
- Grant monies may not be used for indirect costs.

Matching Funds

Applicants are required to match grant funds at a dollar-for-dollar (1:1) for their proposed projects. Matches may consist of cash and/or in-kind provisions.

The source of a grantee's cash match may be corporate, private contributions, local or federal government, or earned income. Allowable sources for the match include cash on hand for use during the grant period and/or secured commitments to provide funds, labor, equipment, and services to the project during the grant period.

An in-kind match refers to the fair market monetary value of any allocation by your organization or contribution by outside organizations or individuals of labor, materials, goods, or services to the project. It can include salaried staff time, volunteer hours, and materials donated. Applicants are expected to determine the actual or fair-market value of these contributions.

Project matches may only be indicated in the proposal if there is a firm commitment from the source(s). All matching cash and in-kind contributions must be spent on project-related activities that will take place during the grant period. Cash or the value of goods, services, and

labor spent on the project prior to June 30, 2015 cannot be counted towards the required match. State funds may not be considered a match source for purposes of this grant.

Review Criteria

An advisory panel will assist the Council in evaluating applications based on the following criteria:

- **Quality of plan:** Creativity of goals for arts-related broadcast, effectiveness of use of resources to accomplish the project, and scope of impact.
- **Reach:** Effective use of broadcast and multi-platform components, plan for maximizing current audience base, and plan for outreach to new/different/diverse listeners or viewers.
- **Use of California artists:** Extent to which California artists are creatively and effectively engaged for the project.
- **Managerial and fiscal competence of applicant:** Ability of applicant's staff to address project activities and financial plan. Qualifications of project's team; project budget, community support, and overall fiscal capability.
- **Ability to complete proposal:** Based on resources for the project, likelihood that the project will be successful and occur within the required timeframe.

Peer Panel Evaluation and Ranking Process

An peer panel will review all applications and work samples in a multi-step process that involves assigning numerical ranks to an application. A 10-point ranking system will be implemented. Panelists' ranks are averaged to obtain the final score.

10-Point Numerical Ranking System

10	Model	Meets all of the review criteria to the highest degree possible.
8-9	Excellent	Designates an applicant as a high priority for funding.
5-6-7	Good	Strongly meets the review criteria; however, some improvement or development is needed.
2-3-4	Developing	Has some merit, but does not meet the criteria in a strong or solid way.
1	Ineligible	Inappropriate for CAC support.

California Arts Council Decision-making

The final authority for grant decisions is the appointed Council. Subsequent to receiving and reviewing the peer panel's recommendations, the Council will take into consideration the panel's recommendations and make final funding decisions at a public meeting.

Grant Amounts

Requests may be made for up to \$50,000.

If approved by the Council for support, grant amounts may differ from the request amount due to the level of funding available to the program, demand for that funding, and/or the rank a proposal receives from the peer review panel.

Should a grant award be made for an amount less than the request amount, the applicant will be required to confirm that the goals of the original request can be met or modified with a lesser grant award.

What the CAC Does Not Fund

- Former grantee organizations not in compliance with CAC grant requirements (as stipulated in grant agreement)
- Non-arts organizations not involved in arts activities (as applicants)
- For-profit organizations (as applicants)
- Projects with fundraising purposes, including grant writing
- Other state or federal agencies
- Programs not accessible to the public
- Projects with religious or sectarian purposes
- Organizations or activities that are part of the curricula base of schools, colleges, or universities
- Indirect costs of schools, colleges, or universities
- Trust or endowment funds
- Purchase of equipment, land, buildings, or construction (capital outlay or expenditures)
- Out-of-state travel activities
- Hospitality or food costs
- Expenses incurred before the start or after the ending date of the grant

Timeline

February 13, 2015	Application available
March 20, 2015, 11:59PM	Application deadline (Email Submission)
Late June	Funding decisions
Late June	Funding notifications
Late June 2015 – June 30, 2016	Funded activity period

Grantee Requirements

- To better inform our elected representatives as to the value of the arts and the use of state funds, you will be expected to include--with your approved grant--copies of signed letters sent to the Governor and your State Senate and Assembly representatives thanking them for your Arts on the Air grant.
- Use CAC logo on all printed, electronic materials, and websites (programs, catalogs, postcards, posters, newsletters, leaflets, publications, etc.) that specifically reference this grant.

- Credit the CAC on all printed and electronic materials: *“This activity is funded in part by the California Arts Council, a state agency.”*
 - When discussing the project and activities supported by this grant, verbal credit must be given to the CAC.
 - A Final Report summarizing Arts on the Air grant-funded activities grant accomplishments will be required at the end of the grant period.
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APPLICATION INSTRUCTIONS

Application Form

Although most questions are self-explanatory, below are some helpful hints we anticipate may be useful.

Questions 26 and 27: Your briefly stated mission and purpose gives readers a clear understanding of the applicant organization’s profile and how the proposed project might fit with the types of arts programming and services you provide.

Question 29: The thumbnail sketch of the proposed project should generally outline the five Ws: what, when, who, where, why. This brief description is what should give the reader a clear, though brief, understanding of what will transpire. It will be used to describe your project in any summary of applicant projects overall.

Attachments

Please prepare and submit the following attachments in addition to the Application Form on standard letter (8 ½” x 11”) pages using 12-point font. The name of the applicant organization should be identified on all pages.

1. Bios of staff members of the applicant station who are key to the proposed project; include administrative and/or artistic personnel as warranted. Note the staff members’ titles and roles in the proposed project. (The aggregate of all key applicant organization bios is limited to two pages total.)
2. Description of current arts-related programming, if any (no longer than one page).

A California Cultural Data Project funder report is not required for this grant.

Do not submit additional attachments.

How to Submit Your Application

Applications to this program will be accepted by electronic submission.

Step 1

Prepare your email with the Application Form and attachments in the following order:

- Completed Application Form
- Applicant Organization bios (up to two pages total)
- Description of current arts programming, if any (no longer than one page)

Step 2

Provide one of the following in your email Subject line:

- “AIR Application – Radio”
- “AIR Application – Television”
- “AIR Application – Joint”

Step 3

Send your email submission with required attachments to AIR@arts.ca.gov no later than **March 20, 2015, 11:59PM**.

Incomplete and improperly submitted applications will not be considered.

Staff Assistance

CAC staff is available on a limited basis to offer guidance and clarification in preparing your proposal. We recommend that you contact staff well in advance of the deadline to ensure you can be accommodated. **Contact Caitlin Fitzwater, Public Information Officer at caitlin.fitzwater@arts.ca.gov or (916) 324-6617.**